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The Intellectual Property Law Section of the State Bar of California presents

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# The 2006 *IP and The Internet* Conference

*Earn 7.5 Hours MCLE Credit*



**Friday, September 15, 2006**

The Beverly Hills Four Seasons

300 South Doheny Drive

Los Angeles, CA 90048

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# PROGRAM

**8:00–5:00**      **Registration**

**9:00–9:15**      **Welcome and opening remarks**

**9:15–10:30**      **Advertising and Search: Monetization and Traffic**

Now a cornerstone of internet economics, the marriage of search and advertising continues to generate new issues. Within the cost, legal, and click-thru landscape, the import of attracting and steering traffic inspires successes and abuses. After introducing advertising mechanics, this session looks at how registrars and other intermediaries both enhance and subvert the model, and at remedies for the latter and its associated infringement

*Michael M. Krieger, Moderator, Willenken Wilson Loh & Lieb*

*David Hughes, The Search Agency*

*David Steele, Christie Parker & Hale*

**10:30–12:00**      **Open Source Software is All Around Us: Advantages, Pitfalls, Controversies to its Use**

Open Source Software continues to grow in use and popularity. Our experts discuss what OSS is, how OSS is used, the many different license types and the application of intellectual property laws in this context. OSS is a major part of the IT strategy for major companies such as Wells Fargo, Bank of America, IBM and Sun. However, the use of OSS may create significant problems for a company. For example, IBM cut the price of its acquisition of Think Dynamics by 30% due to open source problems. Many sophisticated acquirors, such as Oracle, IBM and Verisign, are performing separate due diligence for open source software. The panel will also address the application of patent and copyright law to open source, the role of compliance programs in controlling the use of OSS, whether proprietary code is subject to being "infected" by OSS, and the effect of the adoption of the version 3 of one of the most popular OSS licenses—the GNU General Public License.

*Mark Radcliffe, DLA Piper Rudnick Gray Cary*

*Eben Moglen, Professor of Law & Legal History, Columbia Law School; General Counsel, Free Software Foundation Founder, Software Freedom Law Center*

*Jason B. Wach, Vice President of Corporate Affairs & General Counsel, MontaVista Software, Inc.*

*Hillary M. Wilson, Senior Counsel, Cardinal Health, Clinical Technologies & Services*

# SCHEDULE

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**12:00–1:30 Lunch: Google Cases**

*Alexander Macgillivray, Google Inc. (invited)*

**1:30–1:45 Break**

**1:45–2:45 Internet Law Update**

With cases and legislation continuing to construe and refine Internet-generated issues, this session highlights how these issues fit into the existing legal landscape. Proposed topics include: search engines, copyright, keywords and metatags, “bias”/algorithm regulation, spam, adware/spyware, privacy, and trespass to chattel.

*Eric Goldman, Assistant Professor, Santa Clara University School of Law; Director High Technology Law Institute*

**2:45–4:00 Domain Names—New Tricks of the Trade**

How does the typo-squatting industry work, and how do the major search engines profit from typos? Why do people register thousands of domain names? How do “domainers” monetize their domain names? What is domain tasting? With the growing popularity of privacy services, how do you find out who the infringer really is? This panel will focus on the economic model that has created domainers and how best to find and deal with them.

*Susan O’Neill, Hanson Bridgett Marcus Vlahos & Rudy  
Melissa Rotunno, Blue Cross and Blue Shield Association  
Faisal Shah, Markmonitor*

**4:00–4:15 Break**

**4:15–5:30 From Publius, to the NSA, to Bloggers:**

Legal Issues with Anonymous Speech and Privacy on the Internet  
Anonymous speech and privacy on the Internet is at loggerheads. Join us as our panel discuss defamation, employee blogging, Google, Government subpoenas, warrantless cell phone tracking, and more.

*Kurt Opsahl, Electronic Frontier Foundation  
Lauren Gelman, Center for Internet and Society Stanford Law School*

**5:30–7:30 Reception & Hors d’oeuvres for the traffic challenged.**

*A program by the Copyright and Computer Law Subcommittees of the Intellectual Property Law Section of the State Bar of California*



# Registration Information

## The 2006 IP and The Internet Conference

### Online Registration

[www.calbar.ca.gov/ipsection](http://www.calbar.ca.gov/ipsection)

### Registration by Mail

Your registration must be received **no later than Tuesday, September 5, 2006**. Please send your completed registration form and check payable to The State Bar of California to:

### Program Registrations

**The State Bar of California**

**180 Howard Street**

**San Francisco, CA 94105-1639**

### Registration by Fax:

Fax to program registrations at 415.538.2368. Visa/MasterCard ONLY. *Credit card information is mandatory.*

### On-Site Registrations

On-site registration opens at 8:00am and is subject to space availability.

### Cancellations/Refunds

Cancellations and request for refunds must be received in writing **no later than Tuesday, September 5, 2006**. Substitute registrants are allowed, but must register in their own name.

### MCLE Credit

The State Bar of California and the Intellectual Property Law Section are State Bar of California approved MCLE providers. This activity has been approved for 7.5 hours of MCLE credit.

### Special Assistance

Please call 415.538.2467 or TDD for speech and hearing impaired 415.538.2231.

### Questions

For registration information, please call 415.538.2508. For program content/Section information, please call 415.538.2375.

### Audio Tapes

Audio tapes of the program will be available with a complete set of program materials from Versa-Tape. To order, please call 800.468.2737.

### Program Planning Committee

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## *The 2006 IP and The Internet Conference*

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### *Registration Fees (check appropriate box)*

- ☐ **\$275** Members of the State Bar of California  
Intellectual Property Law Section (prior to September 5, 2006)
- ☐ **\$340** Non-Member of the State Bar of California Intellectual Property  
Law Section (2006-2007 Section Membership Included)  
(prior to September 5, 2006)
- ☐ **\$340** All Registrations after September 5, 2006  
(2006-2007 Section Membership Included)
- ☐ **\$50** Law Students (please provide copy of student identification)

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